



GE APPLIANCES
a Haier company

GE APPLIANCES REDEFINES SIDE-BY-SIDE REFRIGERATION WITH CONSUMER NEEDS IN MIND

Reimagined Portfolio Brings Accessibility and Flexibility to Streamline Daily Routines Across CAFÉ™, GE Profile™ and GE® Brands

LOUISVILLE, Ky. – February 17, 2026 – [GE Appliances](#), a Haier company, is introducing a new robust portfolio of refreshed side-by-side refrigerators, featuring 43 new models built to make everyday life simpler, smarter, and more flexible. This reimagined product line brings forward a modern design approach and innovative functionality that meet a wide range of household needs, delivering accessible, high-performance refrigeration with the intention for consumers to see it all and find it fast.

Engineered to create clear visibility to food items in both the freezer and fresh food sections with effortless additional storage, the new **GE® 28 cu. ft. Capacity Side-by-Side Refrigerator with Adjustable Shelves** illuminates groceries with a full panel LED Light Wall on each side to ensure that finding your food is a piece of cake - or an actual slice of it. Integrated tracks incorporated into the design allow owners to slide in a half baking sheet to instantly create extra flexible space. With the ability to unlock up to three additional storage levels, it's easier than ever to organize everything from party platters to weekly meal prep. The redesign also boosts capacity across the interior, including an added freezer drawer that enhances usable space and makes room for bulk shopping, oversized items, and even full pizza boxes. Each of these purposeful, consumer-driven innovations brings premium, intuitive functionality within reach, offering households smart, modern solutions designed to keep up with the pace of everyday life.

Additional new features across the line-up include:

- **LED Lighting:** Two, bright LED Light Walls help illuminate every corner of your fridge and freezer, allowing you to see everything and find it fast. Additional models are available with flush mount LED Lighting.
- **Flexible Dispensing Options:** Internal and external water and ice dispensing options give households more choices to select the refrigeration setup that best fits their space, preferences, and daily habits.
- **Extra Tall External Water Dispenser:** Featured on models with an external dispenser, the industry-leading 11" height makes it easy to fill everyone in the family's favorite water bottles and everyday drinkware without tilting or spilling.
- **In-Door Ice maker:** Positioned in the door, the redesigned icemaker frees up valuable shelf space in the freezer.
- **Advanced Water and Ice Filtration:** The included refrigerator water filter reduces 50+ impurities including lead, chlorine, microplastics, and PFOA/PFOS; providing clean, safe drinking water and ice.
- **ADA-Compliant Models:** Select models offer ADA-compliant features to support greater accessibility for all.
- **Built-In WiFi:** Available on select models, built-in WiFi powered by the SmarthQ app allows owners to adjust temperature settings, manage alerts, and personalize lighting from anywhere.



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- **Clean Design:** Available in fingerprint-resistant Stainless Steel

“We’re proud to introduce a fully reimagined side-by-side line-up that tackles everyday challenges with smarter, more flexible design,” said Andy Spanyer executive director of product management for refrigeration, GE Appliances. “From improved visibility to easier organization, every detail is built to make the kitchen experience feel more intuitive. Features like the new adjustable shelving and advanced lighting help deliver meaningful convenience in ways that truly elevate daily routines.”

The **GE® ENERGY STAR® 28 cu. ft. Capacity Side-by-Side Refrigerator** will be available in April at retailers nationwide, starting at a MSRP of \$1,999 in fingerprint-resistant Stainless Steel. Counter-depth and additional width options will roll out in Q2 and Q3 of 2026, along with non-dispenser options for garage-ready applications.

The refreshed Side-by-Side line-up will expand to GE Profile models in October 2026, bringing premium, advanced features designed with flexible, smart control for everyday use. These models will introduce CustomSize Ice, giving owners eight ice size options through the SmartHQ app to personalize any beverage moment. The portfolio also adds greater configuration flexibility with internal and external dispense choices, Hands-free AutoFill dispensers, Dual-Dispense AutoFill Pitchers, and dual icemakers.

With added humidity-control systems to keep produce fresher, the CAFÉ Side-by-Side offers premium finishes, handle choices, and customizable ice and water options as well, all inside a beautifully illuminated, built-in design that reflects your unique style. The CAFÉ™ 24 Cu. Ft. Smart Counter-Depth Side-By-Side Refrigerator with Dual-Dispense AutoFill Pitcher will be available this Fall at a MSRP of \$3,299 in Matte White, Matte Black and Stainless Steel with the option to choose from six hardware finishes.

These products will be on display in each brand experience at GE Appliances booth #W2141, book a tour through [SignUp Genius](#) or email geappliances@allisonworldwide.com. For more information about GE Appliances and available products, visit www.geappliances.com or follow @geappliances on Instagram, TikTok or YouTube.

About GE Appliances, a Haier company

At GE Appliances, a Haier company, we come together to make good things, for life. Headquartered in Louisville, Kentucky, we are a leading U.S. manufacturer of home appliances with 15,500 team members nationwide. GE Appliances, found in half of all U.S. homes, is proud to be rated America’s #1 Appliance Company³ and trusted by millions of families nationwide. We manufacture and sell products under the Monogram™, Café™, GE Profile™, GE®, Haier™, and Hotpoint™ brands. Our operations support nearly 90,000 additional American jobs and represent an investment of more than \$2 billion since 2016. We are deeply committed to the communities where we live and work, passionate about getting closer to our product users to understand their needs and driven by the belief that there’s always a better way.



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To learn more about our company, brands, career opportunities, and impact, visit geappliancesco.com or connect with us on [LinkedIn](#).

¹ OpenBrand Consumer Tracking Survey, Q1 – Q4 2024, Based on Volume of Total Majors/MO/RAC – Retail Units